

BOAM Committee Meeting

June 28, 2004

In Attendance: Skip Paterson, Sue Carparelli, Bill Thoennes, Julie Berge, Mary Beth Sussman, Les Watkins, Celina Shands (via conference call), Aron Diaz (staff),

- Skip Paterson reviewed the minutes from the March meeting.
- There was brief discussion on the development of the skills of the Taskforce and the skills development of the wfc staff in marketing skills. Skip noted that the decision not to participate in the Taste of Colorado is proof that the WFCs are looking at more strategic opportunities to market their efforts.
- Skip and Sue gave a brief history of the marketing taskforce and marketing efforts across the state to give context to the new members. It was re-emphasized that this was to be an internal capacity building marketing initiative. Celina Shands added that each of the regions are giving monthly updates on their progress.
- Celina noted that it was her impression from the Snowmass RMWDA conference that more regular meetings are needed between now and September.
- The BOAM committee will attend the WFC Directors' meeting in July talk about the progress of the marketing initiative and to ready the regions for WFD Month. Skip would like the members of the BOAM committee to attend WFD Month events across the state to show the commitment of the BOAM committee to the Marketing efforts of the regions in WFD Month.
- Skip would like the Taskforce to meet in the middle of July to prepare for the meetings with the Directors on July 30 and with the BOAM committee on August 2 and to meet in mid-October to discuss the division of 2005 funds. A focus on WFD month and those activities should drive the meeting.
- Skip wants the final WFD Month Calendar to be presented to the BOAM on August 2 and would like a working calendar of dates for the committee and the Taskforce.
- Sue would like the WFD Month calendar to go out to the entire CWDC with an invitation of the BOAM to attend these events. The Co-Chairs would like as many BOAM committee members who can, should attend the Directors' meeting on the 30th of July. A formal presentation will be made by the BOAM co-chairs.

The September 9 BOAM meeting was moved to Monday October 18, at 9:00 a.m. This will be a debrief meeting of WFD Month and a review on how to present to the CWDC.

- Ideas were considered on how to divide 2005 funds and development of an incentive piece of money to be awarded to the top performers of 2004 based on news media exposure, market saturation and brand awareness.
- Sue and Skip discussed the statewide messaging strategy for WFD Month. Additionally discussion was had on which constituencies should be formally invited to participate in WFD Month events.
- How should the e-Learning Portal be marketed? Sue thought that the Taskforce should take up this question for the August 2 meeting. The BOAM committee would like to talk with the project leads to find out ways to effectively publicize the portal. Sue will follow up and get further information out to the rest of the BOAM committee and the Taskforce.
- Market Saturation numbers will be given to the centers each month so that trends can be seen. Aron will work with Kathie Stenzel at CDLE to get these numbers for each of the regions. This will formalize and standardize the data received by the BOAM committee, CWDC, the Taskforce and the regional directors.
- Celina covered the draft of the May regional marketing report (Attached).
- Bill, Julie and Aron gave a report on the development of the Metro-Area marketing efforts. Bill talked about the E-3 and media sponsors, Julie on UI notices and tax messages Aron talked about the SBS.

The meeting was adjourned at 11:00.